BTEC Assignment Brief

Qualification	Pearson International Level 3 Extended Diploma in Music Applicable to both Music and Music Production pathways
Assessment unit number and title	D11: International Profile
Assessment objectives	1. Present a proposal for developing your personal profile internationally
Assignment title	Going Global!
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Launching and growing your musical presence in different countries could potentially open up a wide range of opportunities for you as a musician, composer, DJ or producer. However, in order to do this successfully, you must fully understand potential international target markets. Having already assembled and presented your personal project and self-promotional material, your agent would now like to see how you might adapt and modify this material to meet the needs of an audience from a different country.
Task 1	You should select a country that you would like to launch your musical profile in. You should research current trends, potential target markets and how the music industry operates in this country in relation to your chosen sector, e.g. performance, production, music creation. Having completed this research, you should then propose how you might revise, modify and adapt your self-promotional materials (which should include the final outcome of your personal project) so that it meets the expectations of a target market in your chosen country appropriately. When proposing how you might modify your material, you should consider, in relation to your chosen country,: • how music is produced, distributed and consumed • differences in language, culture, values and attitudes • relevant legalities and legislation • financial considerations • political and economic factors • available technology

	• local needs, trends, fashions and emerging markets.
Checklist of evidence required	A proposal presented in an appropriate format, e.g. report, presentation, annotated materials, video, that demonstrates how learners would specifically adapt and develop their personal project outcome and self-promotional materials to enable them to meet audience expectations in another country.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria:
D11.P1	Learners present material that shows an understanding of a different target market and how their existing material would be adapted and developed to meet the expectations of a specific country or territory.
D11.M1	Learners present material that shows a full understanding of a different target market and a clear consideration of how their existing material would be adapted and developed to convincingly meet the expectations of a specific country or territory.
D11.D1	Learners present material that shows a thorough understanding of a different target market and a comprehensive assessment of how their existing material would be adapted and developed to fully meet the expectations of a specific country or territory.

Sources of information to support you with this Assignment	**Books** Bernstein, A, Sekine, N, Weissman, D *The Global Music Industry: Three Perspectives*, Routledge, 2007 Swindali, T *Music Business Skills For Musicians: Make Money from Music, Discover The Music Industry and Explode Your Music Career!* 2019 This is a guide to successfully navigating through all aspects of the music industry. **Websites** http://www.imc-cim.org/ https://www.musicbusinessworldwide.com/